



PASS	Price	Benefits
VIP All Access	\$65.00	This pass includes access to all ITLA events, free and discount admission to selected clubs and bars, discounts at selected restaurants, shops, and attractions.
UJIMA	\$40.00	This pass includes all the benefits of the pass above but without the club and bar access.
Youth	\$25.00	Same benefits as the UJIMA pass for youth under 21 – must present ID.
Conference	\$25.00	This pass includes admission to all workshops and the community luncheon only.

Save over \$100.00 with an all access VIP Pass

Event	W/Pass	W/o Pass
Black Pride Marketplace	Free	Free
Candlelight Vigil	Free	Free
Meet & Greet	Free	Free
Opening Ceremony	Free	Free
Health and Wellness Fare	Free	Free
Literary Café	Free	\$ 5.00
Youth Prom	Free	\$ 10.00
Feast of Kings: Girls Do Boys	\$ 12.00	\$ 15.00
Girls Do Boys – The After Party	Free	\$ 10.00
Poetry Slam	Free	\$ 5.00
Workshops and Luncheon	Free	\$ 25.00
Speak Fire	Free	\$ 8.00
Sisters Finding Ourselves in Paradise	Free	\$ 10.00
See Us In The Light Film Festival Pt 1	\$ 5.00	\$ 7.00
See Us In The Light Film Festival Pt 2	\$ 7.00	\$ 10.00
NAESM Pool Party	Free*	\$ 20.00

In The Life Atlanta, Inc.
Black Gay Pride 2003 Registration

Date: _____

Receipt No: 03R _____

Last name: _____ First name : _____

Company: _____ Position: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ Cell: _____

Email Address: _____

☐ Please add me to your Email List

☐ Please add me to your mailing list

☐ I live in the state of Georgia and would like a free membership to Georgia Equality

Registration Type

☐ 2003 VIP All Access with Clubs \$65 Qty _____

☐ Conference (workshops + luncheon) \$25.00 Qty _____

☐ Ujima All Access (no clubs) \$40 Qty _____

☐ Youth All Access (no clubs) \$25.00 Qty _____

Special Requirements

☐ Special Meal
Specify Below

☐ Sign Interpreter

☐ Other

Payment

☐ Total Amount Enclosed: _____

☐ MasterCard/Visa/American Express: Card# _____ Exp. Date _____

Credit Card Signature: _____

ITLA REGISTRATION GUIDELINES

1. Passes will NOT be mailed. All passes will be held for pickup at the registration counter beginning at 4:00PM on Thursday, August 28th, 2003. Passes will be held under the name of the purchaser. Purchaser must show valid photo ID. If passes were purchase by a credit card, the credit used must be presented for verification. An imprint of the card will be taken for our records.
2. No Refunds. Passes not picked up by the close of registration at 10:00PM on August 30th, 2003 will not be refunded. If your travel plans change or an emergency arises, you must contact us in advance to cancel your registration. An administrative processing fee of \$5.00 may be charged on cancelled registrations.
3. We must receive payments by check no later than 10 days prior to August 28th, 2003. If a check is received after this date, we may require a credit card be presented for deposit until we have verification of funds. No charge will be made to the credit card unless we are unable to collect on the check. A \$25.00 processing fee will be billed on all returned checks.
4. In The Life Atlanta Inc. assumes no responsibility for any portion of your hotel bill or any other expenses you may encounter.
5. Your registration package may include club passes that are valid on a given date and or for a specific location. Passes not used for the date they are valid or at the location specified are not refundable.
6. Lost passes cannot be replaced. Treat your passes as if they are cash. Stolen passes may be considered for replacement only with a copy of a police report on which the passes are specifically listed.
7. Many clubs and bars will reach capacity early. While we try to ensure that pass holders are given priority admission, we cannot guarantee immediate admission to any location.
8. Wristbands: If you are given a wristband, it is your responsibility to maintain the wristband. We will provide wristbands that under normal circumstances will survive the duration of the event. If your wristband becomes damaged, it must be returned to us for replacement. We cannot replace a wristband without the original one being returned to us first.
9. ITLA, Inc. reserves the right to revise these guidelines without prior written consent and/or notification. No part of this agreement may be changed in any way or altered without the written, signed permission of ITLA, Inc.

Signature

The undersigned represent that they are authorized to sign and enter into this agreement on behalf of the referenced group, organization or individual.

By signing below, you acknowledge that you have read, understand and agree to abide by the ITLA Registration Agreement and the ITLA Registration Guidelines detailed above. You further acknowledge that that you enter into this agreement freely, voluntarily and absent of duress.

For Registrant:

For In The Life Atlanta:

Signature Date

Signature Date

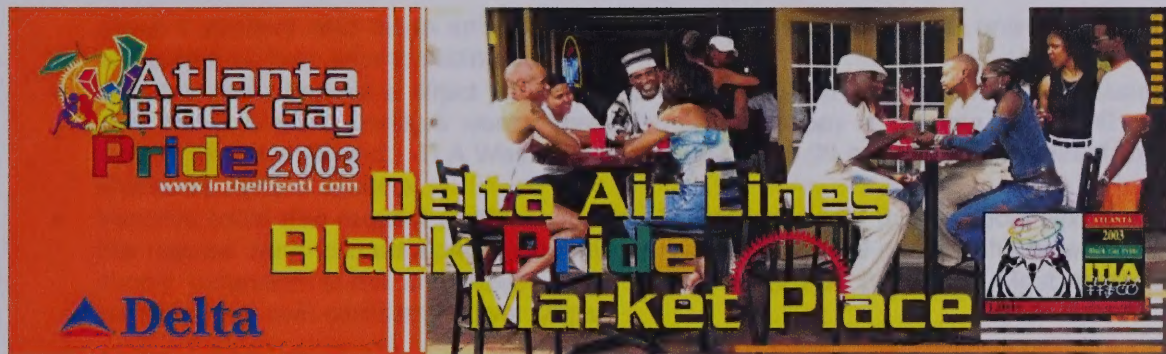
Print Name

Print Name

Print Title

Print Title

Please sign and return this form with your payment. A signed copy will be returned to you as a receipt.



2003 Wrap Up Report

The set up for 2003 was dramatically different than in past years. Unlike the set up at the Renaissance Hotel, vendors were placed in one half of the Grand Ballroom in a convention format. The original layout had allotted space for up to 30 vendor tables, including one four-table "booth" set up by special request. We ended up adding additional 12 tables to accommodate last minute walk-ups and changes.

Basic Information:

Date:	Set Up Time	Public Hours
Thursday August 28 th	2:00pm – 4:00pm	None – Set up only
Friday, August 29 th	12:00pm – 4:00pm	4:00pm – 11:00pm
Saturday, August 30 th	8:00am – 10:00am	10:00am – 10:00pm
Sunday, August 31 st	12:00pm – 2:00pm	2:00pm – 6:00pm

Pricing:

Type:	Weekend Rate	Daily Rate
Non Profit Info Only	\$ 60.00	\$ 25.00
Non Profit Sales	\$135.00	\$ 50.00
Profit Sales	\$270.00	\$100.00
Park Vending Only (Sept 1 st)		\$ 60.00

Pre Registration:

- Vendor applications (Appendix A) were made available online through www.inthelifeatl.com. Applications were also mailed to all past vendors, distributed to vendors at DC Black Pride, Chicago Black Pride, At The Beach LA (LA Black Pride), and Atlanta Pride (June Pride).
- Vendor payments were accepted via check, MasterCard, or Visa. The posted cut off date for vendor applications to be received was midnight on August 11th. There were

about 4 vendors who made arrangements to pay upon arrival. All but one showed up and paid their fees prior to setting up.

- Vendors could request a direct phone line at a rate of \$105 per day. After discussion with the hotel staff, vendors were offered the option to pay a flat rate of \$25.00 per vendor for the weekend. ITLA Was charged a rate of \$75.00 per day for one direct line, shared by several vendors.
- Vendors could also request electrical outlets. To accommodate this, vendors who made this request were located along a wall with or near an electrical outlet. The hotel would supply extension cords and power strips at a cost \$20.00 per day. Most vendors supplied their own cords and power strips.

Logistics:

- The South Ballroom was selected as the location for the vendors due to its direct access to the hotel's loading dock. This would facilitate easier loading for vendors who had allot of merchandise or difficult to move items.
- Confirmation letters and vendor instructions (Appendix B) were sent to all registered vendors between 8/10/03 and 8/12/03 via first class mail (a few were sent via FAX). This letter indicated the dates and times of vendor set up, load in instructions, and the dates and times the marketplace would be open to the public.
- A diagram of the set up of the original 30 tables was submitted to the hotel banquet staff for initial setup. On the day of set up, up to 12 additional tables were added to accommodate the last minute requests and changes in vending days of some registered vendors.
- Vendors were matched up with tables based on their needs for power, telephone line, number of tables, and days vending. Vendors only vending on one or two days were assigned to tables to match them with vendors who not be vending on the same days. The intent was to maximize the use of the tables and not have empty space.
- The air wall separating the North and South ballrooms was left half open to provide flow through traffic from some of the events taking place in the North Ballroom. The exceptions were for the Zami event and for the Youth Prom (vendors had already broken down for the event at this point).
- Vendors requiring access to the shared phone line were located together along the wall where the line was installed by the hotel.
- One of the vendors owns a security firm and offered to trade security services for the vending space. The total cost of the security services came to \$645. ITLA would be responsible for paying \$315 of this charge by the offset of the vendor fees of \$330.00. This was an added benefit for our vendors who had not anticipate having their items secured by a staffed security guard.

Problems:

- Vendor assignments were initially laid out on Wednesday, August 27th. At this time, more tables were requested to accommodate added vendors and changes. One vendor, who had made a specific request for power, initially saw his space and was

satisfied with its location. Upon his return on Thursday to set up, his table had been relocated to the opposite side of the room where there was no access to power. This created a difficult situation for this vendor and the vendor who was placed in his location. The vendor was relocated to the location with power on Saturday, leaving the other vendor unsatisfied with her location.

- Several vendors walked up on Friday wanting to sign up to vend. Two were accommodated, but most were turned away.
- At least two vendors were registered, but their paperwork was not accounted for during set up. Both were last minute registrants, one who submitted a check with no paperwork.
- There were problems with the direct dial phone line. The hotel tested and proved the line to be working yet one of the vendors was unable to get her credit card equipment to work properly.

Recommendations:

- Work with hotel staff to set up for maximum number of tables to allow for a comfortable experience for all vendors and access to all exits as required by law.
- Set a hard date for vendors to complete and turn in their vendor contract.
- Set a hard date for vendors to submit payment for their vendor space. This may be separate from the vendor contract date. COD payments should only be accepted with a 10% non-refundable deposit to cover administrative costs.
- Increase signage and marketing to the public of the marketplace. Vendors felt there was not enough exposure and advertising pushing the marketplace and the vendors that were there.
- Consider covering parking expense for vendors as part of the vending fee.
- Have some sort of music or DJ during vending hours to draw people in to the space. A DJ did set up on Sunday to play music and draw some people into the space.

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CLIR DHC Grant 2026-2028

In The Life Atlanta, Inc.

VENDOR AGREEMENT

Date: _____

Receipt No: 03X _____

Last name: _____ First name : _____

Company: _____ Position: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ Cell: _____

Email Address: _____

VENDOR SPACE SPECIFICATIONS (please check all that apply)

Requested Vending Dates

☐ Friday 8/29 ☐ Saturday 8/30 ☐ Sunday 8/31 ☐ Monday 9/1 (park only**)

☐ **Park Vending** (Monday, September 1st)** Price **\$60.00**
Park vending is not included in the fees below. Vendors are responsible for their own set up in park.

Organization Type

<u>Non-Profit Organization</u>	<u>3-Day Price</u>	<u>Daily</u>	<u>Profit Business/Organization</u>	<u>3-Day Price</u>	<u>Daily</u>
☐ Information Distribution	\$60	\$25	☐ Sales (non food items)	\$270	\$100
☐ Sales (non food items)	\$135	\$50			

Special Requirements

- | | | |
|---|--|--|
| ☐ Table & 2 Chairs (Standard)
<i>Do not check if a table is not needed</i> | ☐ Extension Cord (Hotel Only)
<i>Add \$20 per day</i> | ☐ Direct Phone Line
<i>Add \$105 per day</i> |
| ☐ Space only, no table or chairs
<i>I have my own display or racks.</i> | ☐ Information only, no table needed | ☐ Special Load in required
<i>Please specify exact need</i> |

Payment

☐ **Total Amount Enclosed:** _____

☐ **MasterCard/Visa/American Express: Card#** _____ **Exp. Date** _____

Credit Card Signature: _____

NOTE: VENDOR SPACE CONTRACTS MUST BE FINALIZED AND PAID IN FULL BY MIDNIGHT AUGUST 11, 2003.

ITLA VENDOR GUIDELINES

1. Vendors are prohibited from selling alcoholic beverages or bringing glass bottles/containers onto the celebration site(s) or its surroundings. Vendors shall not display, offer for view or sell any illegal or contraband items. The laws of the State of Georgia and local ordinances of the City of Atlanta and Fulton County shall control. Park vendors are prohibited from selling any food or beverages without applicable City, State and County permits.
2. Vendors are prohibited from selling any memorabilia (T-shirts, buttons, posters, banners, etc.), on the celebration site(s) or its surroundings which reference ITLA, or Black Gay Pride without a written agreement with ITLA, Inc. for the collaborative sale of said merchandise.
3. All currency must be maintained and stored out of public view at all times. ITLA, Inc. assumes no responsibility or liability for any Vendor's lost and/or stolen currency.
4. Vendors are responsible to secure storage facilities for their merchandise. ITLA, Inc. shall provide no security for installations left overnight. ITLA, Inc. assumes no responsibility or liability for any Vendor's lost and/or stolen merchandise.
5. Vendors are responsible for cleaning the space allotted to them and transporting debris to the appropriate receptacles provided at the vending site.
6. Non-profit Vendors must submit proof of non-profit 501(c)3 status or fiscal agent representative with their application to obtain non-profit rates. Applications submitted without such proof will be treated as a for profit entity.
7. ITLA, Inc. shall assign all Vendor spaces upon receipt of a fully executed Vendor Application Form with all necessary documentation required, if any, and applicable fees. A \$25 fee will be charged for all checks that are returned to ITLA for any reason. Vending cancellations must be submitted in writing to ITLA, Inc. PO Box 7206 Atlanta, GA 30357 by midnight July 31, 2003. A \$25 processing fee shall be assessed against all such requests. No refund requests shall be honored after midnight July 31, 2003.
8. Vendors understand that ITLA has no control over weather, acts of God, acts of terrorism, governmental intervention, or any other cause that may prevent, and or interrupt the celebration weekend. Vendors shall hold ITLA, its assigns, and all persons acting under it's authority, harmless for any losses that could arise because of such event.
9. ITLA, Inc. reserves the right to revise these guidelines without prior written consent and/or notification. No part of this agreement may be changed in any way or altered without the written, signed permission of ITLA, Inc.

Mechanical Requirements

Vendor spaces are ten feet by ten feet (10'x10') each. No structure may exceed this dimension. Additional space(s) with one (1) table and two (2) chairs may be obtained for \$45. per space. However, consecutive spaces shall not exceed three (3) spaces.

Signature

The undersigned represent that they are authorized to sign and enter into this agreement on behalf of the referenced group, organization or individual.

By signing below, Vendor acknowledges that they have read, understand and agree to abide by the ITLA Vendor Agreement and the ITLA Vendor Guidelines detailed above. Vendor further acknowledges that they enter into this agreement freely, voluntarily and absent of duress.

For Vendor:

For In The Life Atlanta:

Signature

Date

Signature

Date

Print Name

Print Name

Print Title

Print Title

Please sign and return this form with your payment. A signed copy will be returned to you as a receipt.



Greetings Vendor:

In The Life Atlanta would like to thank you for participating in the Delta Air Lines Black Pride Marketplace at Atlanta Black Gay Pride 2003. This letter will provide you with information about operating hours, load in and load out, security, and other important information.

Location: Sheraton Colony Square Midtown
188 14th Street Northeast
Atlanta, Georgia 30361
Local: (404) 892-6000
Fax: (404) 876-3276

The Delta Air Lines Black Pride Market Place is taking place in the Grand Ballroom South. This location has direct access to hotel loading dock, which is located next to the main entrance of the hotel on 14th Street. From the loading dock, you can load your merchandise directly into the marketplace floor.

The vending floor will have ½ of its "air wall" open to the Ballroom North, allowing for flow through traffic from the events that will be taking place in the Ballroom North. This is intended to maximize the foot traffic through the marketplace and increase exposure for your booth.

Vendor Load In:

Vendors may begin loading in on Thursday August 28th 2003 between 2:00PM and 4:00PM. If you are unable to load in on this day, you may also load in on Friday August 29th 2003 beginning at 12:00Noon. All vendors must check in at the event registration desk located in the foyer of the North and South Ballrooms. From here, you will receive your booth assignment and vending coordinator to assist you with locating your booth. Parking is not included in your vending fees. You may choose to park in the Colony Square parking garage at the posted rates. Up until 5PM on weekdays, parking is at the posted ½ hourly rate. After 5PM and on weekends, parking is at a flat rate of \$6.00. If you are staying at the Sheraton Hotel under our discount rate, daily parking is already included in your room rate.

Vendors are responsible for loading in their merchandise. Due to the large amount of guests and other activities taking place in the hotel for the weekend, the hotel cannot guarantee availability of staff to assist with vendor load in and set up. Our vending coordinators may be able to assist with small items, however they should not be relied upon as your sole source of assistance.

Neither the hotel nor In The Life Atlanta will accept any responsibility for merchandise delivered to the hotel prior to Thursday, August 28th. Any items that will be shipped prior to arrival to arrive on the 28th must be pre-arranged with us so that we can make proper arrangements. ITLA and the Hotel will only accept responsibility for verifying the packages received but not their contents.



Hours of Operation:

Friday, August 29th 4:00PM to 11:00PM
Saturday, August 30th 10:00AM to 10:00PM
Sunday, August 31st 12:00PM to 6:00PM

After Thursday, vendors will have access to set up their booth beginning 4 hours prior to the public hours.

Security:

In The Life Atlanta and the Hotel cannot be held responsible for items left in the vending area overnight. While we will ensure that the space is secured as best possible, we encourage vendors who have specialty or high-ticket items to take extra care. If you require special storage needs, we ask that you contact us as soon as possible so that we may determine how best we can accommodate your needs.

Signage and Marketing:

It is our goal to drive as much traffic to the marketplace as possible. Signage will be posted in public areas of the hotel giving clear directions where each location is. We will also have signage outside of the marketplace listing all vendors who have confirmed as of August 8th, 2003

Booth Assignments:

Booth assignments will be made to maximize the exposure and placement of all vendors. Vendors requiring special needs may be placed in a location to best meet their requirements (power, telecommunications access, kiosks, ect).

Vendor Service and Surveys:

Located in the marketplace will be an information booth. Should you need assistance at anytime, please see the representative at the information booth who will be happy to assist you. We will also ask that you complete an evaluation survey prior to load out to give us your feedback on your experience. We are constantly working to improve the process and maximize the benefit to our vendors and your feedback is key to helping us achieve this goal.

We look forward to seeing you this Labor Day Weekend. If you have any questions, please contact us at 404.872.6410 or via email at logistics@inthelifeatl.com

Sincerely,

Logistics Committee

In The Life Atlanta Inc. Marketplace Survey

Name: _____

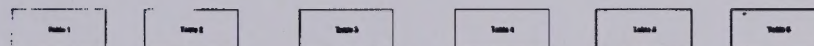
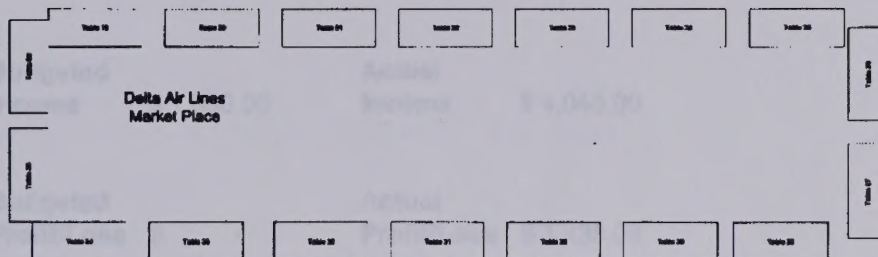
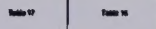
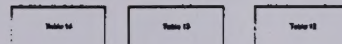
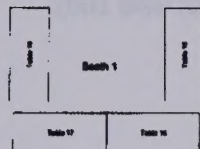
Company/Organization: _____

Gross sales/info distribution*: _____

1	Poor
2	Fair
3	Good
4	Very Good
5	Excellent

For each item identified below, circle the number to the right that best fits your judgment of its quality. Use the scale above to select the quality number. Please include any additional comments and suggestions on the back of this form. *Gross sales information will be used as an average across all vendors. Individual sales information will be used internally and kept in confidence by In The Life Atlanta Inc.

Description / Identification of Survey Item	Scale				
1. Booth pricing vs. return on investment	1	2	3	4	5
2. ITLA Staff responsiveness and follow up	1	2	3	4	5
3. Pre-event information and directions	1	2	3	4	5
4. Hotel location and ease of access	1	2	3	4	5
5. Marketplace layout	1	2	3	4	5
6. Booth space	1	2	3	4	5
7. Traffic flow	1	2	3	4	5
8. How were your sales (contacts) vs. your expectations?	1	2	3	4	5
9. Hotel staff courteousness and responsiveness	1	2	3	4	5
10. Traffic flow compared to your expectations	1	2	3	4	5
11. Hours and days of operation	1	2	3	4	5
12. Overall assessment of your marketplace experience	1	2	3	4	5

☐ Direct Phone Line

8

References

In The Life Atlanta Inc.
Event Profit/Loss Report
2003 BGP Black Pride Marketplace

Income

Category	Item	Budgeted Amount	Actual	Variance
	Budgeted Expense	\$ -	Actual Expense	\$ 810.00

Sponsorship

1	-	2	-	3
---	---	---	---	---

Budgeted Income	\$ 1,500.00	Actual Income	\$ 4,045.00
------------------------	-------------	----------------------	-------------

Vendor Fees

\$1,500.00	\$4,045.00	\$ 2,545.00
------------	------------	-------------

Budgeted Profit/Loss	\$ -	Actual Profit/Loss	\$ 3,235.00
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Other

1	-	2	-	3
---	---	---	---	---

Total Income

\$1,500.00	\$4,045.00	\$ 2,545.00
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In The Life Atlanta Inc
Budget vs. Actual Report (Income)
2003 BGP Marketplace

Income

Category	Item	Budgeted Amount	Actual Amount	Variance
----------	------	--------------------	------------------	----------

Sponsorship

Cable	\$ -	\$ -	\$ -
Insurance	\$ -	\$ -	\$ -
Signs	\$ -	\$ -	\$ -

Admission

Vendor Fees

Program	\$ 1,500.00	\$ 4,045.00	\$ 2,545.00
Discounts	\$ -	\$ -	\$ -
Handicrafts	\$ -	\$ -	\$ -

Other

Amusement	\$ -	\$ -	\$ -
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Total Income

Security	\$ 1,500.00	\$ 4,045.00	\$ 2,545.00
Food	\$ -	\$ -	\$ -
AV / Stage	\$ -	\$ -	\$ -
Sound	\$ -	\$ 225.00	\$ 225.00
AV / Stage	\$ -	\$ -	\$ -

Expenses

Refreshments	\$ -	\$ -	\$ -
Seating	\$ -	\$ -	\$ -
Catering	\$ -	\$ -	\$ -

Grand Total

	\$ -	\$ 4,270.00	\$ 4,270.00
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In The Life Atlanta
Budget vs. Actual Report (Expense)
2003 BGP Marketplace

Expenses

Category	Item	Budget Amount	Actual Amount	Variance
Supplies				
	Copies	\$ -	\$ -	\$ -
	Invitations	\$ -	\$ -	\$ -
	Flyers	\$ -	\$ -	\$ -
	Posters	\$ -	\$ -	\$ -
	Programs	\$ -	\$ -	\$ -
	Decorations	\$ -	\$ -	\$ -
	Honorariums	\$ -	\$ -	\$ -
	Awards/Prizes	\$ -	\$ -	\$ -
Operations				
	Security	\$ -	\$ 585.00	\$ 585.00
	Entertainment	\$ -	\$ -	\$ -
	AV Sound	\$ -	\$ -	\$ -
	AV Lights	\$ -	\$ -	\$ -
	Telco	\$ -	\$ 225.00	\$ 225.00
	AV Other	\$ -	\$ -	\$ -
Food/Bev				
	Refreshments	\$ -	\$ -	\$ -
	Bar tender	\$ -	\$ -	\$ -
	Cashier	\$ -	\$ -	\$ -
Total Expenses				
		\$ -	\$ 810.00	\$ 810.00



2003 Registration Wrap Up

For 2003, ITLA reduced the price of the pride pass to \$65.00 and created a revenue share program to share 10% of the income with up to six clubs or promoters. Only two promoters took advantage of this program, Traxx and The Lion's Den. Bulldogs, S.H.E, and The Palace, opted to honor the VIP All Access Pass for either free or discounted admission with no commission due from In The Life Atlanta.

Pass	Price	Use
VIP All Access	\$ 65.00	All ITLA Events and Clubs
Ujima Pass	\$ 50.00	All ITLA Events (no clubs)
Conference Pass	\$ 25.00	Workshops and Luncheon Only
Youth Pass	\$ 25.00	ALL ITLA Events (no clubs)

Basic Information:

- Guests could register online through www.inthelifeatl.com or via the mail. Mail in form was available online, distributed at DC Black Gay Pride, Chicago Black Gay Pride, and At The Beach LA (LA Black Pride)
- Registration payments were accepted via check, MasterCard, or Visa. For payments made online, the purchaser would receive an email confirmation number. This confirmation could be used to track the order through our shopping cart vendor (eCompal) or through our online credit card gateway, Trust Commerce.
- Passes were not mailed out to ensure that none were lost in the mail or duplicated illegally. Each guest who purchased a pass in advance was mailed a receipt (see sample attached) of their purchase in addition to any email confirmation they may have received.

On Site Registration Process & Struggles:

A master list of all guests who pre-registered was provided to the registration staff. Guest who purchased an All Access VIP Pass received either a numbered plastic VIP card, or a numbered laminate card. We had to switch to laminates due to the failure of the plastic card printer. Ujima pass holders were given a wristband to be used during the entire weekend. Conference pass holders were issued a ticket with two stubs, one to use for access to workshops, the other to be used for the luncheon.

Some guest's names were not on the master list and required research online. Others need to be trained on how to look up these transactions to improve customer service and reliance on one person.

Guests who purchased upon arrival were not properly accounted for. While their purchase was recorded on the cash register, few registration forms were complete, leaving us with no information on those guests.

T-Shirts were not set up for sale until Saturday, with no clear information on how much the shirts cost. This resulted in far fewer t-shirt sales than anticipated. We did have a small rush of t-shirt sales on Sunday, but this did not do anything to meet our minimum.

Logistics had planned to count people moving through the foyer using hand held tabulators. These were never purchased nor did we have enough volunteers show up to manage this properly. There was also discussion of doing some very basic demographic polling, asking people their age and zip code to better know the median age and location of our guests.

There was little to no training for the staff at the registration desk. This resulted in unreliable accounting of the pass and t-shirt sales. The cash register did not operate properly late Saturday and some sales were handled without being rung in. A physical count of passes and t-shirts was necessary to back fill the sales and attempt to balance against the cash and credit card sales.

The credit card system was down all day on Sunday and there was no training for the registration staff on how to handle this which may have resulted in some lost t-shirt sales.

Inaccurate information about which clubs were participating in our VIP Pass was being distributed by both the registration desk and hospitality. It is not clear who printed the incorrect sheets, but it is known where the bad information may have come from. An older version of the info sheet was brought up on a computer in the office for reference and may have been printed and copied.

In The Life Atlanta, Inc.
Black Gay Pride 2003 Registration

Many of the volunteers that signed up for registration, did not show up or call. There was some backfill from the Hospitality committee but those resources were not available Saturday afternoon and all day Sunday. ITLA Board members had to staff the registration desk during those periods.

Recommendations:

- Improve recruiting and training of volunteers.
- Ensure every walk up guest completes a registration form to gather demographic information
- Full test automated systems (cash register, credit card system, ect) for smooth operation and properly train staff on how to use them.
- Develop a standard set up and display plan for information, merchandise, ect., to be followed the entire weekend.
- Designate volunteers as tabulators to count people in the lobby, marketplace, ballroom foyer, and other key locations. These volunteers could also be asked to gather quick demographic info and offer to sign people up to ITLA's mailing list if they so desire.
- Evaluate signage and how to best utilize banners, posters, and signs to provide information and direction.

In The Life Atlanta, Inc.
Black Gay Pride 2003 Registration

Date: _____

Receipt No: 03R _____

Last name: _____ First name : _____

Company: _____ Position: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ Cell: _____

Email Address: _____

☐ Please add me to your Email List

☐ Please add me to your mailing list

☐ I live in the state of Georgia and would like a free membership to Georgia Equality

Registration Type

☐ 2003 VIP All Access with Clubs \$65 Qty _____

☐ Conference (workshops + luncheon) \$25.00 Qty _____

☐ Ujima All Access (no clubs) \$40 Qty _____

☐ Youth All Access (no clubs) \$25.00 Qty _____

Special Requirements

☐ Special Meal
Specify Below

☐ Sign Interpreter

☐ Other

Payment

☐ Total Amount Enclosed: _____

☐ MasterCard/Visa/American Express: Card# _____ Exp. Date _____

Credit Card Signature: _____

ITLA REGISTRATION GUIDELINES

1. Passes will NOT be mailed. All passes will be held for pickup at the registration counter beginning at 4:00PM on Thursday, August 28th, 2003. Passes will be held under the name of the purchaser. Purchaser must show valid photo ID. If passes were purchased by a credit card, the credit used must be presented for verification. An imprint of the card will be taken for our records.
2. No Refunds. Passes not picked up by the close of registration at 10:00PM on August 30th, 2003 will not be refunded. If your travel plans change or an emergency arises, you must contact us in advance to cancel your registration. An administrative processing fee of \$5.00 may be charged on cancelled registrations.
3. We must receive payments by check no later than 10 days prior to August 28th, 2003. If a check is received after this date, we may require a credit card be presented for deposit until we have verification of funds. No charge will be made to the credit card unless we are unable to collect on the check. A \$25.00 processing fee will be billed on all returned checks.
4. In The Life Atlanta Inc. assumes no responsibility for any portion of your hotel bill or any other expenses you may encounter.
5. Your registration package may include club passes that are valid on a given date and or for a specific location. Passes not used for the date they are valid or at the location specified are not refundable.
6. Lost passes cannot be replaced. Treat your passes as if they are cash. Stolen passes may be considered for replacement only with a copy of a police report on which the passes are specifically listed.
7. Many clubs and bars will reach capacity early. While we try to ensure that pass holders are given priority admission, we cannot guarantee immediate admission to any location.
8. Wristbands: If you are given a wristband, it is your responsibility to maintain the wristband. We will provide wristbands that under normal circumstances will survive the duration of the event. If your wristband becomes damaged, it must be returned to us for replacement. We cannot replace a wristband without the original one being returned to us first.
9. ITLA, Inc. reserves the right to revise these guidelines without prior written consent and/or notification. No part of this agreement may be changed in any way or altered without the written, signed permission of ITLA, Inc.

Signature

The undersigned represent that they are authorized to sign and enter into this agreement on behalf of the referenced group, organization or individual.

By signing below, you acknowledge that you have read, understand and agree to abide by the ITLA Registration Agreement and the ITLA Registration Guidelines detailed above. You further acknowledge that that you enter into this agreement freely, voluntarily and absent of duress.

For Registrant:

For In The Life Atlanta:

Signature

Date

Signature

Date

Print Name

Print Name

Print Title

Print Title

Please sign and return this form with your payment. A signed copy will be returned to you as a receipt.

Greetings:

In The Life Atlanta would like to thank you for purchasing your advanced registration to Atlanta Black Gay Pride 2003 – UJIMA: Collective Work and Responsibility.

For security reason, we will not be sending any advanced registration passes in the mail. All passes will be available for pick up at our host hotel, the Sheraton Colony Square, beginning Thursday, August 28th at Noon. We have included a receipt of your purchase for our records. Please have a photo ID for verification when picking up your pass(s).

What to expect when you arrive:

Guests staying at our host hotel can check in at the In The Life Atlanta registration desk located in the Grand Ballroom Foyer. There will be plenty of signage to point you in the right direction. Guest staying in our overflow hotel can take the free shuttle to the host hotel. A shuttle schedule will be posted at both hotels for your convenience. Our registration staff will issue your passes, welcome package, and answer any additional questions you may have. Our hospitality staff will be located at both hotels to answer questions, provide information, and welcome you to the City of Atlanta and Black Gay Pride. The most current schedule of events will be available when you arrive.

Transportation:

ITLA encourages the use of public transportation. Information about MARTA, our local rail and bus service, will be readily available at both hotels. Our host hotel is conveniently located near the 14th Street MARTA train station. For those of you who have not yet made car rental reservations, we have included information for discount car rental rates through Hertz, the official car rental agency of In The Life Atlanta.

Delta Air Lines Black Pride Marketplace:

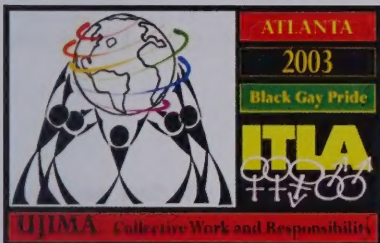
We are pleased to bring some of the best and most creative merchants and business to Atlanta Black Gay Pride. Please be sure to visit the marketplace every day to make sure you don't miss out on any of the exciting merchandise, information, and services from members and supporters of our community. On Saturday, August 30th, enjoy a live remote broadcast from Atlanta's Classic Soul 102.5. In the next room, visit our Health and Wellness Fair and learn about ways to live a longer and healthier life. We'll have message therapist, holistic healers, and various health services organizations on hand to provide you with all the tools you need to master healthy living.

As the weekend comes to an end, don't forget about the 3rd annual Stand Up and Represent Black Gay Pride March and Family Reunion Picnic taking place on Monday, September 1st. In The Life Atlanta continues to make history as we march through the historic West End community of Atlanta in celebration of both our heritage and our pride. The Family Reunion picnic will take place at the West End Park, which is at the end of march route.

Our team is excited about the weekend and knows that you are too. While our schedule is mostly finalized, we encourage you to check our website regularly for any last minute updates or additions.

Sincerely,

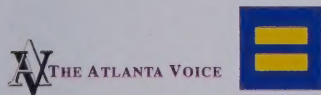
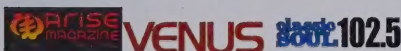
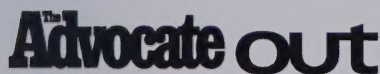
2003 Planning Committee and Volunteers



Co Presented by:



Sponsors and Partners



tax ■ solutions

Receipt

PO Box 7206
Atlanta, GA 30356-0206
Phone 404.872.6410 Fax 404.230.9420

DATE: «Date»

«First_Name» «Last_Name»
«Company»
«Address» «Address_2»
«City» «State» «Zip»

DESCRIPTION	AMOUNT
«QTY» «Type» Pass(es)	«Total_»
«Payment» Payment	- «Paid_»
«Meal»	
«Sign»	
TOTAL	«Due_»

Passes are being held for pickup at ITLA's Registration counter at the Sheraton Colony Square Hotel in Atlanta. The registration counter will open beginning noon on Thursday, August 28th

See you in Atlanta!

Our Mission:

ITLA serves to promote unity, pride, self-empowerment, and positive visibility within Atlanta's Lesbian/Gay/Bisexual/Transgender community of African descent through education, advocacy, and coalition building programs.



Club/Bar/Promoter Participant Worksheet:

Club/Bar: _____

Primary Contact: _____

Primary Contact Phone: _____

Alternate Contact: _____

Alternate Contact Phone: _____

ITLA Days:

Wednesday	Doors Open _____	Cover Charge _____	Gender M / F _____
Thursday	Doors Open _____	Cover Charge _____	Gender M / F _____
Friday	Doors Open _____	Cover Charge _____	Gender M / F _____
Saturday	Doors Open _____	Cover Charge _____	Gender M / F _____
Sunday	Doors Open _____	Cover Charge _____	Gender M / F _____

VIP access policy (if any) _____

Capacity: _____ Safety Plan In place / N Copy Available? Y / N

Theme(s): _____

Logo Available: Y / N Information Phone Number: _____

Web Site: _____ ITLA to Provide Y / N

Promotional dates leading up to Pride weekend for ITLA: _____

Outreach: ITLA Outreach table Y / N Will allow outreach staff: Inside / Outside Qty: _____

Will provide counts for ITLA day(s): Y / N Will provide door counts for non -ITLA days Y / N



Club/Bar/Promoter Participant Worksheet:

Club/Bar: _____

Primary Contact:: _____

Primary Contact Phone: _____

Alternate Contact: _____

Alternate Contact Phone: _____

ITLA Days:

Wednesday	Doors Open _____	Cover Charge _____	Gender M / F
Thursday	Doors Open _____	Cover Charge _____	Gender M / F
Friday	Doors Open _____	Cover Charge _____	Gender M / F
Saturday	Doors Open _____	Cover Charge _____	Gender M / F
Sunday	Doors Open _____	Cover Charge _____	Gender M / F

VIP access policy (if any) _____

Capacity: _____ Safety Plan In place / N Copy Available? Y / N

Theme(s): _____

Logo Available: Y / N Information Phone Number: _____

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Promotional dates leading up to Pride weekend for ITLA: _____

Outreach: ITLA Outreach table Y / N Will allow outreach staff: Inside / Outside Qty: _____

Will provide counts for ITLA day(s): Y / N Will provide door counts for non -ITLA days Y / N



Club/Bar/Promoter Participant Worksheet:

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Sunday	Doors Open _____	Cover Charge _____	Gender M / F _____

VIP access policy (if any) _____

Capacity: _____ Safety Plan In place / N Copy Available? Y / N

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Logo Available: Y / N Information Phone Number: _____

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